

U.S. Communists Will Publish A New Daily Paper Next Year

By PETER KIHSS

Simon W. Gerson, who was the last executive editor of the old Communist Daily Worker in 1958, announced yesterday that the present twice-a-week Worker would be supplanted by "a new Marxist daily newspaper" in time for next year's Presidential campaign.

Mr. Gerson, a member of the Communist party's national committee, said he had taken a full-time post as coordinator of a campaign to raise \$1-million to start the new daily—"hopefully in the spring."

He said a new Long View Publishing Corporation, with himself as executive vice president, and John J. Abt, frequently an attorney for the party, as counsel, had been incorporated last July with the Secretary of State's office in Albany to handle the new project.

1,150 Tickets Sold

The announcement was made at the 45th anniversary reception for the present Worker at the Roosevelt Hotel. There were 1,150 tickets sold at \$4.50 apiece for the crowded, coffee-and-cake, singing, reciting and speech-making party, according to Joseph Brandt, business manager of the paper.

The present Worker costs \$250,000 to \$300,000 a year, of which \$100,000 to \$110,000 comes from operating revenue and the rest from campaigns among readers and receipts at benefit affairs, Mr. Brandt said. Mr. Gerson estimated the new daily would need \$750,000 a year, and conceded that deficits would have to be met by the readers.

The Communist party has been a major contributor to the present paper, published by Publishers New Press, Inc., with Mrs. Dorothy Robinson as president. The required ownership statement published in yesterday's issue said paid circulation for the last 12 months had averaged 14,218 copies. This would indicate a drop from a level above 16,000 in recent years.

One apparent hope for funds comes from the estate of a Brooklyn builder, Harry Herman Kaplan, undergoing probate in Surrogate's Court in Kings County. This could come from a half share, which might produce as much as \$600,000 after taxes by next March, left by Mr. Kaplan to Dr. Herbert Apthaker, a leading Communist; Lement Harris, a farm problem specialist, and Dr. Philip Foner, a labor historian.

At yesterday's affair, Gus Hall, general secretary of the Communist party, U.S.A., expressed confidence that "the radical movement" would sustain a new daily newspaper. Mr. Hall contended the idea of independent electoral candidates at all levels, including Presidential, for 1968 had become "ever more pressing," with what he called a great majority of Americans opposing President Johnson's war policy and favoring "freedom for the Negro."

No Cigarette Odds

Mr. Gerson told those present the new daily might not necessarily use the name of The Worker. He said it would "generally reflect Communist views," but also "recognize a special responsibility to the entire left," seeking "to promote understanding and unity with all constructive new currents."

A pipe-smoker himself, he said the new daily would avoid cigarette advertising in seeking "legitimate advertising" support.

The Daily Worker, Mr. Gerson said, "was the longest-lived radical daily in the United States." Starting from a weekly born Feb. 2, 1922, it first appeared as a daily in Chicago Jan. 13, 1924, publishing six days a week until its last issue Jan. 13, 1958.

This 34-year continuous daily publication, he said, far exceeded the 14 years for the old New York Call, a Socialist daily, which ran from 1908 to 1922.

Mr. Gerson, 58 years old, has been working in public relations in recent years. He was assistant to the Manhattan Borough President from 1938 to 1940, and was his party's designee to succeed a deceased Brooklyn Communist councilman in 1947, although denied a seat. In 1952, he won a directed acquittal on Federal Court charges of conspiracy to teach and advocate forcible overthrow of government.

Yesterday's affair heard Lincoln Lynch, associate national director of the Congress of Racial Equality, assert that The Worker had performed a "useful service" for "independent radical thought in this age of conformity and consensus." Paraphrasing Karl Marx, the Negro civil rights leader proposed:

"Parties of the left, unite—you have nothing to lose but your confusion and factionalism."